

**ARLINGTON CULTURAL COMMISSION
MEETING MINUTES – February 12, 2014 (as approved 3.6.14)**

Present: David Ardito, Barbara Costa, Stephanie Marlin-Curiel, Adria Arch
Guest: Tom Davison, Arlington Tourism and Economic Development Committee

ITEM I: Update from Tom Davison, ATED

ATED received \$1,000 grant from the Arlington Cultural Council this year to hire a administrative coordinator for the Arlington Alive festival this year who would also promote the summer offerings of the Robbins Library, Chamber Concerts, ACA Shakespeare in the Park, Arlington Public Art's Chairful Where You Sit, and the Arlington International Film Festival. This coordinator could help with other arts events as needed. A summer calendar of these events will be distributed at the festival. A sustainable model is needed however, as ATED cannot continue to do this festival year after year and thus the grant is going toward creating that model. This year's Arlington Alive Festival will take place on Saturday, July 12, 2014.

Arlington Alive as an ATED project is being conceived as a platform for local arts and culture in as much as it serves as an economic driver for the community and as a way to build Arlington Alive as an umbrella brand for arts and culture events in Arlington (although now only covers summer events).

Last's year's Arlington Alive achieved significant media attention from the Boston Globe (was Pick of the Week, and other mentions), as well as in the local press. 1500 people attended.

ATED raised \$9,000 for the festival last year through a phone fundraising campaign and also put in \$500 from their own budget. ATED plans to fundraise again this year. Town of Arlington holds money for them.

Arlington Alive event is about building:

- Public /private partnerships
- Visibility and branding
- Sustainability

The Arlington Alive website was discussed as central website for cultural listings and branding of Arlington arts and culture. Ideally, according to Tom, this calendar would live on the Town's website, as the calendar is not a priority of ATED. It is hoped that the Arts and Culture liaison that the Cultural Commission hopes to obtain will populate a calendar to be housed on this site. Website could

have sponsorship ads from local businesses. Website is arlingtonalive.ma.org.

ATED is also considering writing some grants and are looking at the Our Town grant from the NEA. The Our Town grants are given to towns that consider themselves a cultural destination. It requires town participation. Tom has already spoken with Alberto Guzman (AIFF) and Linda Shoemaker (Arlington Center for the Arts).

Arts and Culture Liaison can help

- provide measurable outcomes from cultural activity
- Survey the town

ITEM II: Approval of Minutes

Minutes from December 2013 were approved. January meeting was canceled due to snow and February meeting was delayed until today in order to give proper notice after the departure of former chair.

ITEM III: Election of New Chair

Barbara Costa and Stephanie Marlin-Curiel were elected as Co-Chairs to replace Nora Mann.

The job of Recording Secretary is open currently being covered alternately by the Co-Chairs. Names for the two openings on the Commission have been submitted to Adam Chapdelaine and will be reviewed for approval in the next couple of days. We should be a seven member Commission by our next meeting on March 6.

ITEM IV: Report to the Board of Selectmen

Due to be delivered at the Board of Selectmen meeting on March 10. Written version should be submitted by March 6. Stephanie reported that at the Feb 10 Board of Selectmen meeting she attended, she was informed that In future years, it should be submitted by January 15.

Stephanie and Barbara will work on this.

The report will include:

- 1) Public Art commissioning and decommissioning policy and meeting we convened with Bus Depot Mural parties (updated version to be included as addendum)
- 2) Development of Mission statement
- 3) Arts and Culture Liaison job description (to be included as addendum)

- 4) October 3rd meeting (with link to Rose Austin's presentation) and plans to convene regular meetings of cultural orgs and businesses (plus list of individuals attending /organizations represented)
- 5) Outreach to other entities in town and invites to meetings to Ted Fields and ATED so far. Intention to meet with Cultural Council, ACA and other entities throughout the year in order to get to know their goals and see how best to work together.
- 6) Establishment of cultural calendar
- 7) Assisting APA and individuals in informing BOS of public art projects; i.e. Marathon Mural (as example of advising art project on private property)
- 8) Offer to assist in establishment of policy for street performers and poet laureate
- 9) Name change – Warrant article submitted to change name of the Cultural Commission in order to reduce confusion between the Arlington Cultural Council (ACC) and the Arlington Cultural Commission (ACC).

ITEM V: Name Change

Stephanie submitted a Warrant Article with 10 signatures by the January 31st deadline stating:

To see if the Town will vote to amend the Town bylaws to rename the Cultural Commission; or take any action related thereto.

Stephanie appeared at the BOS meeting on Feb 10 to present this request. She explained that the Commission did not actually have a new name since our January meeting was cancelled and did not have another opportunity to meet before this deadline, but that one would be forthcoming in our report that would be presented at the BOS meeting on March 10. The Board voted in favor.

Joe Curro had recommended that we keep the name "Commission" in our title and we felt that to use the name Arts and not include Culture would be incorrect and too narrow, so the best we could come up with was Arlington Commission on Arts and Culture (ACAC) with the hopes of being referred to as the Culture Comm, in the mode of Fin Comm and Con Comm.

Adria to confirm we are on BOS agenda for March 10. Adria will be unable to attend but will write up notes especially regarding Arts and Culture Liaison position, enabling CultureCommission to solicit an unpaid intern.

At some point we might write an article for the Advocate to help explain distinction among various arts/culture groups in Town.

ITEM VI: Next Arts Summit

We plan to convene another meeting of cultural orgs and businesses such as the one held in October. We would love to hold these quarterly but the calendar may only allow for a biannual or at best triannual meeting.

To avoid holding it the same week as the April 7 Cultural Council reception, Thursday, May 8 was selected as the date. The agenda will be set at our next meeting, but should include planning for a grant, seeing if we can collaborate on ATED's Our Town grant. Other grant and collaborative opportunities such as an Art Walk.

ITEM VII: Public Space Rental Policy

Christopher Ellinger of True Story Theater requested that we help advocate to overturn the new policy of charging non-profits to pay rent for the use of public space such as the Senior Center. The group rehearses in that space and needs something of that size. They do not have the budget to be able to pay \$50 an hour for each rehearsal.

This was on the Feb 10 BOS agenda brought up by a local citizen. We tabled discussion on this topic in order to check the BOS minutes to see what was decided and assess whether further action is needed at our next meeting.

ITEM VIII: Update on Marathon Mural

In her capacity of Arlington Public Art member, Stephanie is assisting Lauren Hefferon in the production of a mural to be painted on the side wall of Anthony's Deli on Marathon Street. The mural will celebrate the Greek origins of the Marathon and many of the area's residents, and the history of Marathon street as an original route for the Boston marathon. The preliminary mural design has been approved by the building owner, Charlie Viglas, and will be painted by Hardy and Thompson students this coming May/June. A proposal is being drawn up addressing issues such as maintenance, timeline, materials, etc. in accordance with the guidelines set forth in the new Public Art Policy. Once the design is presented at a meeting of the neighborhood residents and is finalized, the owner and artist will be encouraged to enter into a written agreement about the terms of its installation, maintenance and criteria and procedures in the event of future removal.

ITEM IX: Public Art Policy update

After slight edits were made, a Public Art Policy was approved in a

unanimous vote. (See attached)

ITEM X: Next Meeting

March 6, 7:30 in the Jefferson Cutter House

Adjourned 9:25pm

Respectfully submitted by Stephanie Marlin-Curiel, Co-Chair